

BEST AVAILABLE COPY

A9055-1 UA

9/82

TV Basic

y Basics

Basics 2

asics 25

sics 25

cs 25

s 25

25

THE TELEVISION BUREAU OF
ADVERTISING'S REPORT ON
THE SCOPE AND DIMENSIONS
OF TELEVISION TODAY

TV HOMES CLIMB TO 81.5 MILLION

Number of TV Homes 81.5 Million
 Number of Color TV Homes 71.4 Million (88% of TV Homes)
 Number of Multi-Set Homes 43.3 Million (53% of TV Homes)
 Time spent with TV per home per day 6 Hrs. 45 Mins.
 Total time spent with TV per day 533 Million Hours

Source: A.C. Nielsen TV Homes Jan 1982; time spent 1981 annual average

TV SET OWNERSHIP AT 98%... AND VIEWING IS HEAVY

	Avg. Viewing Time per TV Home per day		Avg. Viewing Time per TV Home per day
TOTAL U.S. TERRITORY	7:22	LADY OF HOUSE	
Northeast	7:29	18-34 Yrs.	7:29
East Central	7:34	35-54 Yrs.	8:22
West Central	7:13	55 Yrs. & Over	7:09
South	7:41	HOUSEHOLD INCOME	
Pacific	6:41	Under \$10,000	7:04
COUNTY SIZE		\$10,000-\$14,999	7:39
A	7:11	\$15,000-\$19,999	7:06
B	7:16	\$20,000 and Over	7:32
C&D	7:45	\$30,000 and Over	7:09
HOUSEHOLD SIZE		EDUCATION OF HEAD OF HOUSE	
1	4:46	Under 4 Yrs. H.S.	8:11
2	6:50	4 Yrs. H.S.	7:46
3+	9:00	1+ Yrs. College	6:16
4+	9:28	4+ Years College	5:59

Source: A.C. Nielsen Feb. 82

GROWTH OF COMMERCIAL TELEVISION STATIONS

TV Stations	1955	1960	1965	1970	1975	1980	1982
Total	411	515	569	677	706	734	779
VHF	297	440	481	501	514	516	517
UHF	114	75	88	176	192	218	262

Source: Television Digest Jan. of each year

TV VIEWING NOW 6 HOURS 45 MINUTES PER DAY

	Daily TV Viewing Per TV Home
1950	4 hours 35 minutes
1955	4 hours 51 minutes
1960	5 hours 6 minutes
1965	5 hours 29 minutes
1970	5 hours 56 minutes
1975	6 hours 7 minutes
1980	6 hours 36 minutes
1981	6 hours 45 minutes

Source: A.C. Nielsen annual averages

SUMMER VIEWING INCREASES... AND VIEWING LEVELS ARE HIGH... TOPPING 6 HOURS PER DAY

Daily TV Viewing per TV Home	% Homes Using TV During Avg. Minute - 1981 Summer June-Aug	9 other months
1955 3 hrs. 58 mins.		
1960 4 hrs. 10 mins.		
1965 4 hrs. 36 mins.		
1970 5 hrs. 5 mins.		
1975 5 hrs. 20 mins.		
1980 5 hrs. 54 mins.		
1981 6 hrs. 12 mins.		
Daytime M-F 10 am-4:30 pm	27%	27%
Late Night M-S 11 pm-1 am	32%	33%

Source: A.C. Nielsen

TV ATTRACTS THOUSANDS OF ADVERTISERS AND BRANDS

	Network TV	Spot TV
Advertisers	517	2,568
Brands	2,209	10,702

Source: BAR 1981

TELEVISION REACHES PEOPLE

In an Average Day	In an Average Week		Daily Hours of Viewing
88%	95%	of all TV households	7:22
73%	89%	of all men	4:14
78%	91%	of all women	5:10
68%	90%	of all teens 12-17	3:15
83%	95%	of all children 2-11	4:07

Source: A.C. Nielsen Reach - Feb. 77 Viewing - Feb. 82

DISTRIBUTION OF TOTAL TIME SPENT DAILY WITH MEDIA BY ADULTS

	All Adults	In \$30,000+ Income Homes	College Educated
Television	52%	49%	44%
Radio	33%	32%	35%
Newspapers	9%	11%	12%
Magazines	6%	8%	9%

Source: TVB R.H. Bruskin Jan 1981

ADVERTISING AGENCIES THE TOP 10 TV USERS IN 1981

Agency	TV Network	TV Spot	Millions of Dollars Total TV	TV's Share of Total Billings
1. Young & Rubicam	\$547.6	\$238.1	\$785.7	56%
2. J. Walter Thompson	480.7	301.1	781.8	62%
3. Leo Burnett	309.4	114.5	423.9	51%
4. BBDO	276.0	130.0	406.0	50%
5. Dancer Fitzgerald Sample	204.9	183.0	387.9	75%
6. Grey Advertising	261.7	104.2	365.9	59%
7. Ogilvy & Mather	216.0	144.5	360.5	52%
8. Doyle, Dane, Bernbach	210.0	130.0	340.0	47%
9. McCann-Erickson	184.0	110.0	294.0	61%
10. D'Arcy-MacManus & Masius	160.0	116.0	276.0	58%

Source: Broadcasting Magazine

LEADING LOCAL TV CATEGORIES

	1980 (Add 000)	1981	Change
1. Restaurants & Drive-Ins	\$287,873.1	\$351,247.7	+22
2. Food Stores & Supermarkets	148,708.6	175,191.9	+18
3. Banks, Savings & Loans	140,948.2	157,536.1	+12
4. Department Stores	131,241.1	139,447.1	+6
5. Furniture Stores	111,420.0	118,044.9	+6
6. Auto Dealers *	99,106.1	113,182.6	+14
7. Movies	102,401.4	99,407.5	-3
8. Radio Stations & Cable TV	69,264.2	99,334.6	+43
9. Discount Department Stores	73,505.4	84,544.9	+15
10. Amusements & Entertainment	68,024.5	79,318.6	+17

Source: BAR *Dealer Associations Not Included

CABLE TV OPERATING SYSTEMS AND SUBSCRIBERS

	1960	1965	1970	1975	1980	1982
Operating Systems	640	1,325	2,490	3,366	4,048	4,825
Subscribers (millions)	0.7	1.3	4.5	9.8	15.5	21.0
% of TV Homes	1.4%	2.4%	7.6%	14.3%	20.5%	25.8%

Source: Television Digest Jan. 1 of each year

CABLE HOUSEHOLDS CONTINUE TO VIEW OVER-THE-AIR STATIONS...ONLY MORE SO.

Viewing	Viewing By Type of TV Household (avg. hours per week)		
	Non-Cable Household	Basic Cable Household	Pay Cable Household
Over-the-Air	48.8	45.3	49.8
Cable Originated	—	2.2	3.1
Pay Cable	—	—	8.0

Source: A.C. Nielsen Nov. 1981

TOTAL ADVERTISING VOLUME REACHES \$61.3 BILLION: MAJOR MEDIA: \$40.3 BILLION

	Millions of Dollars		Change	% of Total
	1980	1981		
Total Advertising	\$54,480	\$61,320	+12.6	100.0
TELEVISION	11,366	12,650	+11.3	20.6
Newspapers	15,541	17,420	+12.1	28.4
Magazines	3,149	3,533	+12.2	5.8
Radio	3,702	4,212	+13.8	6.9
Outdoor	578	650	+12.5	1.1
Business Papers	1,674	1,841	+10.0	3.0
All Others	18,470	21,014	+13.8	34.2

Source: McCann-Erickson 3-82

NATIONAL ADVERTISING INVESTMENTS IN MAJOR MEDIA \$17.0 BILLION

	Millions of Dollars		Change	% of Total
	1980	1981		
TELEVISION	\$ 8,399	\$ 9,305	+10.8	49.1
Network	5,130	5,575	+ 8.7	29.4
Spot	3,269	3,730	+14.1	19.7
Newspapers	2,353	2,729	+16.0	14.4
Magazines	3,149	3,533	+12.2	18.7
Radio (Network & Spot)	962	1,116	+16.0	5.9
Outdoor	364	419	+15.1	2.2
Business Papers	1,674	1,841	+10.0	9.7
Total Major Media	\$16,901	\$18,943	+12.1	100.0

Source: McCann-Erickson 3-82

LOCAL ADVERTISING INVESTMENTS IN MAJOR MEDIA REACH \$21.4 BILLION

	Millions of Dollars		Change	% of Total
	1980	1981		
TELEVISION	\$ 2,967	\$ 3,345	+12.7	15.6
Newspapers	13,188	14,691	+11.4	68.8
Retail	8,565	9,631	+12.4	45.1
Classified	4,623	5,060	+ 9.5	23.7
Radio	2,740	3,096	+13.0	14.5
Outdoor	214	231	+ 7.9	1.1
Total Major Media	\$19,109	\$21,363	+11.8	100.0

Source: McCann-Erickson 3-82

COLOR TV PENETRATION TOPS 87%: 71.4 MILLION TV HOMES HAVE COLOR

	Color Households	Penetration of TV Households
1960	340,000	0.7%
1965	2,810,000	4.9
1970	23,400,000	39.2
1975	48,500,000	70.8
1980	63,350,000	83.0
1982	71,390,000	87.6

Source: NBC 1960-75; A.C. Nielsen 1980-82

TELEVISION SET SALES 18.5 MILLION IN 1981

	Total	Color	Monochrome
1975	10,637,000	6,219,000	4,418,000
1976	14,131,000	8,194,000	5,937,000
1977	15,431,000	9,341,000	6,090,000
1978	17,406,000	10,674,000	6,732,000
1979	16,619,000	10,043,000	6,576,000
1980	18,532,000	11,803,000	6,729,000
1981	18,479,000	12,423,000	6,056,000

Source: J.A. Electronics & Imports

TV VOTED MOST AUTHORITATIVE — CREATIVE — INFLUENTIAL

Which advertising is the most:	Of Adults 18 yrs. and over		
	Authoritative	Creative	Influential
Television	57%	67%	84%
Newspapers	20	3	7
Magazines	11	15	2
Radio	5	8	3

Source: T.B. Barnard, Jan. 1982

TV VOTED MOST BELIEVABLE

	Of Adults Responding						
	1980	1981	1982	1983	1984	1985	1986
Television	29%	41%	44%	48%	51%	47%	51%
Newspapers	32	23	21	21	22	23	22
Radio	12	8	8	8	7	9	8
Magazines	10	10	11	10	9	9	9
Don't know	17	18	16	13	11	12	10

Source: T.B. Barnard

TV VOTED SOURCE OF MOST NEWS

	Of Adults Responding						
	1980	1981	1982	1983	1984	1985	1986
Television	51%	58%	59%	64%	64%	67%	64%
Newspapers	57	56	49	50	49	49	44
Radio	34	26	25	21	19	20	18
Magazine	8	8	7	6	7	5	5

Source: T.B. Barnard

LENGTH OF ANNOUNCEMENTS — THE 30 SECOND DOMINATES

Announcement Length	Non-Primetime				
	1980	1981	1982	1983	1984
10 seconds	16%	12%	9%	8%	7%
20 seconds	14	5	1	—	—
30 seconds	1	48	79	85	86
60 s piggybacked	5	9	1	—	—
60 sec. or more	64	26	10	7	6
	100%	100%	100%	100%	100%

Announcement Length	Primetime				
	1980	1981	1982	1983	1984
10 seconds	—%	—%	—%	1%	1%
20 seconds	—	—	—	—	—
30 seconds	—	25	79	85	86
60 s piggybacked	23	47	15	11	11
60 sec. or more	77	27	6	2	2
	100%	100%	100%	100%	100%

Source: BAR

TOP 100 LOCAL TELEVISION
CATEGORIES 1987

	Rank	TV's in Millions	% Chg over 1980	Percent of Commercials By Daypart				
				Day M-F	Early Eve	Night	Late Night	Weekend Day
Amusements & Entertainment	10	79.3	+17	35	24	9	22	10
Appliance Stores	13	47.4	+25	34	20	8	29	9
Auto Dealers	6	113.2	+14	21	24	10	34	11
Auto Repair & Service Stations	16	34.4	+23	14	30	14	30	12
Auto Supply Stores	21	24.8	+101	16	30	12	31	11
Banks, Savings & Loan Ass'ns	3	157.5	+12	22	30	20	22	6
Builders & Real Estate Agents	22	24.5	-6	33	23	10	24	10
Carpet & Floor Covering Stores	20	28.0	+15	47	17	6	23	7
Clothing Stores	12	49.7	+8	38	23	8	23	8
Dairy Stores	36	8.0	+26	32	29	9	16	14
Department Stores	4	139.4	+6	39	28	10	19	4
Discount Department Stores	9	84.5	+15	40	31	9	17	3
Drug Stores	17	33.8	+28	43	29	9	15	4
Food Stores & Supermarkets	2	175.2	+18	41	28	15	13	3
Furniture Stores	5	118.0	+6	42	20	7	24	7
Gas, Electric & Water Companies	27	20.6	+31	24	31	18	23	4
Hardware Stores	26	21.3	+12	24	38	8	25	5
Health Clubs & Reducing Salons	18	29.1	+42	70	14	4	9	3
Home Improvement Contractors	14	42.7	+22	40	23	7	21	9
Hotels & Resorts	23	23.6	+32	32	23	10	25	10
Investment Brokers	34	12.3	+78	33	19	13	28	7
Jewelry Stores	24	23.1	+24	35	23	9	27	6
Legal Services	40	6.2	+21	47	12	7	28	6
Leisure Time Act. & Services	11	59.8	+42	30	27	11	20	12
Loan & Mortgage Companies	33	12.6	+9	42	18	9	24	7
Mail Order Cat. & Showrooms	31	14.7	+18	48	22	8	15	7
Medical & Dental Services	25	22.4	+38	71	10	4	9	6
Mobile Home & Camper Dealers	39	6.6	-5	31	25	8	24	12
Movies	7	99.4	-3	14	30	13	36	7
Music Stores	37	7.6	+13	37	19	7	28	9
Newspapers	30	18.0	+17	24	30	17	21	8
Optical Services & Suppliers	35	10.8	-23	40	25	11	19	5
Radio Stations & Cable TV	8	99.3	+43	37	25	12	17	9
Rental Services	29	19.0	+23	62	16	3	10	9
Restaurants & Drive-Ins	1	351.2	+22	20	33	17	21	9
Schools & Colleges	28	20.4	+18	68	10	3	14	5
Shoe Stores	19	28.3	+4	32	33	10	17	8
Shopping Centers & Ass'ns	32	13.8	+10	53	21	6	15	5
Sport, Hobby & Toy Stores	15	34.5	+48	35	23	9	23	10
Variety Stores	38	7.4	+5	52	28	7	10	3

TOP 40 LOCAL TELEVISION CATEGORIES: 1991

	Percent of Commercials By Length			Percent of Commercials By Month											
	10	30	60	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Amusements & Entertainment	16	81	2	8.9	9.8	9.1	8.3	7.2	8.6	10.5	10.4	9.4	6.0	6.7	5.1
Appliance Stores	8	90	2	7.6	9.6	8.0	6.7	7.0	7.5	8.4	8.1	9.3	7.4	9.8	10.6
Auto Dealers	11	86	2	8.3	10.0	9.8	7.7	8.5	8.7	8.9	10.2	8.4	7.3	6.9	5.3
Auto Repair & Service Stations	17	83	—	6.2	7.0	7.3	8.4	8.2	9.5	9.3	9.7	8.9	10.4	8.8	6.3
Auto Supply Stores	9	91	—	5.1	5.9	6.5	9.4	12.0	8.9	8.3	8.5	10.1	11.8	8.0	5.5
Banks, Savings & Loan Ass'ns	11	86	3	11.0	9.3	8.7	8.2	7.5	8.1	6.7	5.9	7.1	11.2	8.1	6.2
Builders & Real Estate Agents	10	83	6	8.4	9.3	10.7	10.1	10.5	10.6	7.5	9.0	8.7	8.3	4.4	2.6
Carpet & Floor Covering Stores	6	91	3	7.8	8.5	9.8	7.8	8.6	8.2	7.2	8.0	8.2	10.2	9.1	6.6
Clothing Stores	15	84	1	6.2	5.1	6.2	8.6	7.0	7.1	5.6	11.3	9.3	8.2	10.8	14.6
Dairy Stores	31	69	—	6.6	11.1	6.9	10.0	6.7	9.2	5.4	7.7	7.9	7.8	9.2	11.5
Department Stores	15	85	—	4.7	6.3	7.7	7.2	6.5	7.6	5.7	9.2	8.5	7.9	12.1	16.6
Discount Department Stores	5	95	—	3.9	3.5	6.8	8.7	10.8	8.2	4.5	9.5	6.0	7.9	13.6	16.6
Drug Stores	5	92	3	7.2	6.6	6.5	7.3	7.2	8.2	5.1	8.0	7.1	6.7	10.3	19.8
Food Stores & Supermarkets	9	89	2	7.7	9.3	8.7	8.5	8.8	7.8	7.8	7.1	8.4	8.9	9.1	7.9
Furniture Stores	12	87	1	8.9	9.5	9.2	7.6	8.0	8.1	8.3	8.8	8.7	8.3	8.0	6.8
Gas, Electric & Water Companies	6	84	10	8.6	6.0	6.8	8.1	8.1	8.8	9.1	9.7	9.2	9.4	9.7	6.5
Hardware Stores	2	98	—	5.3	4.6	6.7	11.5	11.4	10.6	5.4	7.8	10.3	8.6	8.7	9.1
Health Clubs & Reducing Salons	11	77	12	10.7	10.6	9.7	10.0	8.2	8.2	7.6	6.6	8.6	8.3	6.9	4.6
Home Improvement Contractors	9	88	3	6.1	7.6	8.7	9.8	10.3	8.1	8.9	8.6	9.7	10.0	8.2	4.0
Hotels & Resorts	7	84	8	7.1	7.1	8.6	7.6	12.0	12.6	10.4	8.9	6.7	6.2	6.3	6.5
Investment Brokers	3	94	3	9.8	11.2	12.8	9.6	7.3	7.5	8.1	7.2	5.8	7.9	9.0	4.0
Jewelry Stores	15	84	1	4.3	5.3	4.6	5.5	7.8	5.5	4.3	4.7	5.3	6.9	17.6	28.2
Legal Services	25	74	1	8.9	8.9	7.4	8.0	7.8	8.2	9.7	10.7	9.9	7.7	8.0	5.3
Leisure Time Act. & Services	16	81	3	4.1	4.7	4.9	7.0	9.7	14.9	17.9	15.5	6.0	5.9	5.1	4.3
Loan & Mortgage Companies	4	95	1	9.4	12.5	10.3	8.0	8.8	9.7	8.4	6.9	6.0	7.5	7.8	4.7
Mail Order Cat. & Showrooms	5	83	5*	3.0	3.3	3.4	3.4	3.3	3.0	1.4	2.7	14.5	19.6	25.1	17.3
Medical & Dental Services	5	87	7	8.5	8.3	8.9	8.5	8.2	8.7	8.5	8.1	8.7	8.4	8.2	6.0
Mobile Home & Camper Dealers	3	96	1	8.4	9.8	8.6	9.1	7.8	10.5	9.9	9.8	8.8	7.1	5.5	4.7
Movies	6	94	—	8.4	10.2	10.3	9.2	7.5	9.7	10.1	10.7	5.2	7.1	4.7	6.9
Music Stores	17	79	4	5.0	6.3	6.4	5.4	4.3	6.9	5.9	8.3	9.3	6.5	14.5	21.2
Newspapers	12	84	4	6.1	7.9	12.7	8.9	9.6	6.2	4.7	6.1	13.5	9.8	9.5	5.0
Optical Services & Suppliers	16	84	—	6.6	10.8	9.7	9.6	9.1	9.2	8.7	9.0	9.5	8.3	5.6	3.8
Radio Stations & Cable TV	20	79	1	4.7	6.3	9.5	11.6	10.9	6.2	5.1	6.0	7.9	12.5	12.1	7.2
Rental Services	2	98	—	8.0	8.5	9.0	7.8	7.8	8.7	8.2	8.9	8.4	8.5	8.5	7.7
Restaurants & Drive-Ins	7	92	1	6.1	6.9	8.1	8.2	8.8	9.5	10.1	10.4	8.9	8.4	7.8	6.8
Schools & Colleges	9	84	1	8.9	7.8	8.3	7.3	7.4	8.1	8.0	11.2	10.0	7.9	7.6	7.5
Shoe Stores	13	87	—	2.1	3.0	5.9	17.9	10.0	5.7	3.3	13.4	12.7	7.2	9.4	9.4
Shopping Centers & Ass'ns	33	66	1	6.1	3.2	5.7	8.7	5.4	4.2	7.5	7.9	7.1	6.4	11.5	26.3
Sport, Hobby & Toy Stores	11	88	1	4.7	4.5	3.8	5.3	6.6	5.4	6.5	6.7	7.4	7.0	19.2	22.9
Variety Stores	3	97	—	5.0	5.0	7.7	9.1	7.1	9.2	6.1	6.7	7.2	9.2	13.4	14.3

*Also 7% in 120-sec commercials

When a number is in **bold**, it shows this month is the category's highest TV month

TOP 100 TELEVISION ADVERTISERS • 1981

Add (000)

	SPOT TV	NETWORK TV	TOTAL TV		SPOT TV	NETWORK TV	TOTAL TV
1. Procter & Gamble	\$128,356.0	\$392,760.4	\$521,116.4	51. Nissan Motor	\$20,006.6	\$21,601.3	\$41,607.9
2. General Foods	90,213.4	238,099.3	328,312.7	52. American Cyanamid	9,812.2	30,635.5	40,447.7
3. American Home Pdts.	40,381.5	131,384.0	171,765.5	53. Bayer	5,632.7	34,486.7	40,119.4
4. General Mills	83,044.7	86,280.0	169,324.7	54. Squibb	7,934.5	32,061.4	39,995.9
5. General Motors	13,940.7	146,867.4	160,808.1	55. Hershey Foods	9,741.2	30,076.1	39,817.3
6. PepsiCo	70,537.2	68,735.0	139,272.2	56. General Electric	8,883.1	29,990.6	38,873.7
7. Lever Brothers	42,950.3	95,041.8	137,992.1	57. J.C. Penney	12,953.6	25,540.2	38,493.8
8. Ford Motor	22,477.3	113,867.7	136,345.0	58. S.C. Johnson & Son	6,067.2	31,439.5	37,506.7
9. American Tel. & Tel.	60,924.0	68,874.8	129,798.8	59. Time	30,024.9	6,846.0	36,870.9
10. McDonald's	75,269.3	54,110.0	129,379.3	60. Greyhound	2,324.0	33,113.3	35,437.3
11. Bristol Meyers	11,515.1	109,934.9	121,450.0	61. Columbia Pictures	2,762.7	32,607.4	35,370.1
12. Philip Morris	20,020.4	99,526.9	119,547.3	62. American Express	9,605.9	25,423.8	35,029.7
13. Coca Cola	48,151.8	60,957.6	109,109.4	63. K mart	22,781.7	11,798.5	34,580.2
14. Warner-Lambert	29,788.3	76,763.1	106,551.4	64. CPC International	13,079.9	21,396.2	34,476.1
15. Anheuser-Busch	31,634.0	73,511.8	105,145.8	65. Volkswagenwerk	13,140.0	21,202.4	34,342.4
16. Johnson & Johnson	3,633.4	97,770.0	101,403.4	66. R.J. Reynolds	30,606.0	3,568.2	34,174.2
17. Sears Roebuck	12,707.2	86,812.3	99,519.5	67. Kimberly Clark	12,941.4	21,126.4	34,067.8
18. Dart & Kraft	44,081.3	53,310.8	97,392.1	68. Morton-Norwich	7,018.3	25,658.3	32,676.6
19. Pillsbury	32,579.6	59,118.9	91,698.5	69. Campbell Soup	11,750.4	20,178.6	31,929.0
20. The Gillette	8,593.6	76,391.2	84,984.8	70. Pfizer	422.9	31,382.8	31,805.7
21. Ralston Purina	18,254.7	66,658.0	84,912.7	71. Polaroid	1,458.0	30,323.0	31,781.0
22. Kellogg	17,276.8	67,163.8	84,440.6	72. Exxon	6,245.7	24,189.6	30,435.3
23. Richardson-Vicks	14,818.2	67,578.2	82,396.4	73. American Motors	20,179.1	10,051.3	30,230.4
24. Chrysler	18,996.9	54,859.0	73,855.9	74. Noxell	3,687.6	25,885.1	29,572.7
25. Consolidated Foods	21,805.5	50,208.3	72,013.8	75. SmithKline	3,412.4	25,838.3	29,250.7
26. Colgate Palmolive	22,182.2	47,971.9	70,154.1	76. Jos. Schlitz	10,734.3	18,288.5	29,022.8
27. Nabisco Brands	19,999.9	44,639.1	64,639.0	77. Trans World	11,977.1	15,154.0	27,131.1
28. Sterling Drug	9,030.4	55,352.4	64,382.8	78. Milton Bradley	15,188.8	11,509.3	26,698.1
29. Toyota Mtr. Distr.	38,616.6	25,506.3	64,122.9	79. E. & J. Gallo	1,032.6	24,332.9	25,365.5
30. Warner Comm.	16,440.6	47,473.8	63,914.4	80. Goodyear Tire	10,568.7	14,527.9	25,096.6
31. Mars	32,220.2	31,161.3	63,381.5	81. UAL	16,739.3	8,293.6	25,032.9
32. Heublein	29,743.2	33,620.4	63,363.6	82. Wendy's	15,819.7	8,759.8	24,579.5
33. Nestle	27,252.5	34,991.7	62,244.2	83. Jeffrey Martin	9,088.5	14,604.3	23,692.8
34. Beecham Group	5,129.2	54,853.0	59,982.2	84. Borden	5,654.6	17,869.0	23,523.6
35. Chesebrough Ponds	8,180.8	49,304.3	57,485.1	85. MCA	5,456.6	17,935.9	23,392.5
36. Wm. Wrigley Jr.	13,661.5	42,173.0	55,834.5	86. A.H. Robins	22,757.3	395.9	23,153.2
37. Esmark	8,453.2	47,135.6	55,588.8	87. Honda Motor	4,529.7	18,268.4	22,798.1
38. The Clorox	6,813.4	46,090.6	52,904.0	88. Alberto-Culver	10,291.6	12,302.4	22,594.0
39. Gulf & Western Inds.	23,527.8	27,054.1	50,581.9	89. Royal Crown Cola	18,523.7	3,920.1	22,443.8
40. H.J. Heinz	15,857.6	33,300.7	49,158.3	90. U.S. Armed Forces	.	22,148.1	22,148.8
41. Quaker Oats	14,452.7	34,127.0	48,579.7	91. Adolph Coors	16,437.8	5,155.8	21,593.6
42. Int. Tel. & Tel.	27,664.6	20,805.5	48,470.1	92. Carnation	4,470.2	16,947.8	21,418.0
43. Revlon	23,375.3	24,703.4	48,078.7	93. Canon U.S.A.	4,809.1	16,575.9	21,385.0
44. RCA	11,799.2	36,265.0	48,064.2	94. Dow Chemical	4,757.4	16,427.9	21,185.3
45. Norton Simon	14,978.5	32,334.0	47,312.5	95. N. American Philips	4,061.2	17,010.8	21,072.0
46. Eastman Kodak	5,587.5	41,614.2	47,201.7	96. TCF Holdings	6,121.9	14,850.7	20,972.6
47. Schering-Plough	6,661.5	40,458.0	47,119.5	97. E.I. du Pont de Nemours	2,180.8	18,716.0	20,896.8
48. Union Carbide	3,397.4	42,376.1	45,773.5	98. Jerrico	20,527.3	-	20,527.3
49. Mobil	33,629.4	11,266.6	44,896.0	99. Seagrams	6,391.2	13,952.2	20,343.4
50. Mattel	16,084.8	25,938.3	42,023.1	100. Safeway Stores	19,668.7	440.2	20,108.9

NOTE: Investments classified as Retail Local by BAR (i.e. General Foods investments for Burger Chef, investments by Sears, Roebuck & Co., McDonalds Corp. etc.) are included in the above tabulation.

TOTAL TOP 100 \$1,916,952.0 \$4,361,909.4 \$6,278,861.4

SOURCE: Broadcast Advertisers Reports (BAR) as released by the Television Bureau of Advertising